



To: Interested Parties
From: Alex Ball, Campaign Manager, Mikie Sherrill for Governor
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Subject: Sherrill's Decisive, Historic Win in NJ's Most Competitive Gubernatorial Primary

In the most competitive primary in New Jersey history, there was one candidate who clearly soared above the rest — Mikie Sherrill.

Mikie Sherrill heads into the general election with a resounding victory as a battle-tested candidate who is ready to take on Trenton and fight for families in New Jersey. This is Jack Ciattarelli's worst fear come to life, because while he flew to Bedminster to pledge his loyalty to Donald Trump, New Jersey voters flew to the polls to overwhelmingly make their voices heard and defend our state from MAGA attacks. With record turnout in a gubernatorial primary, Democrats are motivated, mobilized, and ready for November — united behind Mikie Sherrill.

From before she announced to the moment the race was called, Mikie Sherrill was underestimated and we were told by the press that this was “[wide open](#),” “[anyone's game](#),” and “[a competitive race with an unpredictable outcome](#).” But Mikie Sherrill didn't enter the race for governor with a typical political playbook, and didn't listen to the doubters, because she's always been a different kind of leader focused on the mission in front of her. With her training in the Navy and her experience running tough races, our campaign began and ended with listening to voters — not the punditry or media narrative — sharing Mikie's agenda to deliver for New Jerseyans on the issues that matter most. Above all, we stayed true to the value of servant leadership, dedicated to making life better for New Jerseyans, which clearly resonated across the state.

Mikie Sherrill was vastly outspent, but never outworked. She was the last entrant into a six-candidate field in November 2024 and solidified a base of support, methodically building on that foundation month over month.

And when the dust settled and the votes were counted, it was abundantly clear that no one came close to the operation Mikie Sherrill built — and that's why she had such a commanding victory on election night.

I. Voters Are Connecting With Mikie's Commitment to Service and Vision for New Jersey

In addition to all the hard work, discipline, and innovation, the campaign did indeed have a superpower: Mikie Sherrill. Voters across New Jersey embraced Mikie and her extraordinary record of service and dedication to something bigger than herself. Her unconventional life story — Navy helicopter pilot, former federal prosecutor, “most effective” House member from New Jersey, and mom of four — connected with voters in ways traditional candidates couldn't. Voters inherently understood her commitment to service above self, her dedication to running toward

the fight, and her willingness to challenge the conventional ways of doing things. The voters of New Jersey know who Mikie Sherrill is, so they know who she'd fight for, and they chose Mikie to lead New Jersey forward.

Mikie understands that voters are fed up with a broken system and a status quo where families work hard and do everything right, but still can't get ahead. That's why she offered a comprehensive and detailed vision for driving down costs with her [Affordability Agenda](#) and was the only candidate in the field who shared a plan for protecting our kids and our democracy with her [Online Safety Agenda](#). Her plan would make New Jersey a national leader in safe and accountable tech, and former Rep. Tom Malinowski called it "the most comprehensive I have seen from any candidate in the country."

What's more, voters knew that her agenda wasn't just words. As voters and community leaders in her district repeatedly reaffirmed, when Mikie Sherrill makes a commitment, you know she will break through walls to make it happen. In a moment where voters are losing trust in institutions, the Democratic Party, and traditional politicians, voters understand that Mikie's word means something; it's why she was rated the [most trustworthy candidate](#) in the field by a margin of nearly 20 points.

II. Mikie Sherrill is Powered by the People

The Mikie Sherrill coalition stretches from every corner of New Jersey, and we saw that in Tuesday's election results. Mikie went everywhere and talked to everyone, and that resonated with voters and got them involved in the campaign.

Democrats are energized as Mikie defied the "conventional wisdom" of the race and once again, turned out voters like no other candidate in New Jersey history. This election was historic and is on track to exceed 800,000 Democrats voting in the 2025 gubernatorial primary — a New Jersey record. Mikie dominated the field and currently leads with a margin of more than 100,000 votes and a nearly 14-point spread to her nearest competitor. This record-breaking turnout and Mikie's overwhelming victory were powered in part by a surge of voters who don't ordinarily show up, which should give Ciattarelli warning signs for the fall.

Mikie built a diverse coalition that will propel her to victory in November. The campaign made strategic statewide investments to reach diverse communities, both in paid media and on the ground. Middlesex County is the most diverse county in New Jersey, and Mikie Sherrill had a resounding win. In several counties with significant African-American populations — including Camden, Mercer, and Burlington — Mikie prevailed. She won in townships with a large Latino population, including Belleville, Dover, Vineland, Victory Gardens, Perth Amboy, Union City, and West New York. She won with AAPI voters in communities across the state including in Edison, Montgomery, South Brunswick, and Clifton. And while press coverage pushed a narrative that there were only two candidates competing for the progressive voter, Mikie won progressive strongholds including Maplewood, Westfield, Cranford, Somerville, Manchester, and Ridgewood.

Mikie dominated up and down New Jersey. She is currently winning in a staggering 15 of 21 counties statewide, many of which she did not have support from the county Democratic Party. In Morris County — a formerly red county that Mikie has won and made competitive for Democrats — she won 62 percent of the vote and counting. It's no surprise the press has noted [Mikie's candidacy gives the GOP "palpitations."](#) because this is a county that former Gov. Chris Christie won twice and Gov. Phil Murphy lost in the 2017 general election. Mikie also outperformed the presidential ticket in 2020 and 2024 in Morris County.

Then take a look at Camden County in South Jersey — a Sweeney stronghold — where Mikie is leading with more than 99 percent of the vote counted. She did not have county party support in Camden, but she did have a message and vision that moved voters, and that was the case in other counties in South Jersey where Mikie won like Cape May, Atlantic, Burlington, and Ocean.

Mikie Sherrill also overperformed Murphy's 2017 statewide primary vote total. She currently has 270,457 votes and counting, while Murphy received 243,643 votes in the 2017 primary.

Simply put: Mikie handily won in North, Central, and South Jersey. There was no area of New Jersey where Mikie did not have an incredibly strong showing.

III. A Disciplined Campaign from a Battle-Tested Candidate

Our campaign ran the most disciplined operation in the field with an aggressive strategy to reach voters, overcoming a significant money disadvantage and false attacks.

From day one, spending discipline was a priority for the campaign, given the significant resources of our opponents. While our opponents dropped over \$40 million before we spent a dollar on paid communication, and some started their paid media campaigns extremely early, our team decided to hold our resources until voters started to pay more attention to the primary. Also, the chaos coming from Washington and Trump's second term was loud and distracting; we knew that any attempt to break through early would be a miscalculation. When we hit go, we launched a full-on paid media campaign across both the New York and Philadelphia media markets to English and Spanish-speaking voters. Our strategy resulted in a 2:1 spending advantage over any other candidate in the final week of the campaign — which also translated into a 2:1 turnout advantage over the Republican field on Election Day.

While we conserved our paid communications resources, we started immediately from launch day to build the grassroots volunteer network that has been the hallmark of Mikie Sherrill campaigns. We competed in every open county convention, earning votes and support from hard-working local Democrats who are in touch with their communities. She was endorsed by grassroots and labor groups including the League of Conservation Voters, Sierra Club, Chatham Moms for Change, Door to Door Democracy, Laborers International Union of North America, New Jersey Firefighters Mutual Benevolent Association, among others. **In all, we recruited nearly 2,000 volunteers who shared Mikie's vision for New Jersey. By Election Day, Team Mikie completed more than 1 million voter contact attempts, including nearly 580,000 phone calls made, more than 555,700 texts sent, and more than 120,000 doors knocked.**

That outreach spanned from politically active Democrats to disengaged voters who were looking for new leadership, in urban, suburban, and rural communities across the Garden State.

The campaign aggressively leveraged earned media and digital opportunities to reach voters where they are. That included [traditional media outlets](#) and [dozens of pieces of content with online influencers & non-traditional media outlets](#), because our campaign understands that the media landscape has changed. We didn't play it safe — we went big. Mikie Sherrill now has the blueprint for how to compete online with MAGA. We were ready to respond to the false attacks coming from MAGA Republicans and our opponents. This “go everywhere, talk to everyone” attitude meant our campaign conducted more interviews and reached more voters than any other in the field. The primary will no doubt be a preview for the desperate and false attacks to come from Jack Ciattarelli. Voters resoundingly rejected those attacks in the primary, and they will do it again in the November general election.

In all, no other campaign had the infrastructure, insight, or fortitude to keep up with Team Mikie. We will build on this from June to November to earn every vote and deliver for New Jersey families.

IV. Jack Ciattarelli is a Two-Time Loser and Mikie Will Send Him Packing Once and For All

Our next mission is to secure a victory in November, and Mikie is prepared for the fight and to turn out voters in this must-win race that will determine New Jersey's future and set the stage for Democrats nationwide. Republicans have their sights set on Jersey, with their Trump-endorsed, two-time loser candidate Jack Ciattarelli. That's why a dark money GOP group spent undisclosed sums and targeted Mikie with false attacks during the primary, because at the end of the day, a Mikie Sherrill candidacy in the general election was their worst fear, now realized.

And they should be afraid. Mikie is prepared to take on Jack Ciattarelli, stand up to Trump's Washington, and deliver on her vision for change. She has a track record of [beating MAGA Republicans](#) by double-digit margins, galvanizing Democrats and bringing along independents and moderate Republicans. The [first head-to-head poll](#) of the general election had Mikie Sherrill with a 13-point advantage, leading 51-38.

Jack Ciattarelli is on the wrong side of the issues that will decide this election. A failed Trenton insider who is “100% MAGA,” Jack serves himself at New Jersey's expense. While Jack bills himself as a small business owner, the real story is much more grim: He made millions while peddling misinformation about opioid addiction into our communities, helping fuel a drug epidemic that has devastated New Jersey families. His record as a career politician is also deeply flawed: with taxes going up at every level of government at which he's served, voting against Superstorm Sandy relief, and defunding Planned Parenthood. Jack won't stand up to Trump even when he attacks our rights or Social Security and Medicare — in fact, he's pledged to never sue the Trump administration over illegal executive orders, and couldn't name a single issue on which he and Trump disagreed. Jack makes big promises on the campaign trail, but the reality is that he has never been with us, and he never will be.

There is a narrative that after two Democratic terms, Republicans are poised to take the governor's office. At the same time, there is an equally powerful historical precedent for the party out of power in the White House to take the governor's seat in New Jersey's off-year election. But this election will not simply be about looking back – it is about moving forward. Mikie Sherrill has defied the odds her entire career, and is about to do so again.

Just as Mikie said, [quoting George Washington, on election night](#): She's resolved to take Trenton and deliver a win for New Jersey.